

KEY TECHNICAL SKILLS

- Adobe 2020 Creative Cloud Suite
- Graphic Design for Web, Print, Social, and Email
- Commercial Product Photography
- WordPress, Joomla & Magento CMS Platforms
- Photography, 3D, and Video Post Processing
- 3D Product Workflow in Cinema 4D
- Digital Asset Management and Organization
- Team Management and Leadership

PROFESSIONAL EXPERIENCE

Lee Media Co. | Graphic Design, Web Design, Photo, Video Jan 2006 - Present

- Create and manage customer brands to maximize profits in each perspective market.
- Construct and maintain customer websites using WordPress, Elementor, Yoast SEO, and WPForms.
- Design compelling still and motion graphics for web, print, social media, email campaigns, and video use.
- Mastery of Adobe Creative Suite, with a strong aptitude in Illustrator, Indesign, Photoshop, Premiere Pro, After Effects, and Lightroom.
- Photograph commercial properties and products and post-process them using Photoshop techniques such as compositing, color grading, clipping, and compositional cropping for internal and external use by customers.
- Film and edit video using DSLR cameras, drones, stabilizers, audio equipment, Premiere Pro, and After Effects.

Techtronic Industries Power Equipment | Digital Imaging Specialist Sep 2020 - Nov 2022

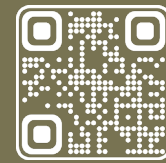
- Post-process 3D and photo product imagery using Photoshop techniques such as compositing, retouching, color grading, clipping, and compositional cropping for TTI Group and top-level partners, such as Home Depot and Walmart.
- Produce distinguished product images consistent with strict. RYOBI, RIGID, and HART power tool branding guidelines.
- Organize and structure files so team members can easily open and edit them when needed.
- Make revisions such as compositing in model updates and replace stickers and labels on existing tools as requested.
- Daily use of Adobe Creative Suite.

Short Run Pro | Graphic Design Manager Sep 2016 - Aug 2020

- Managed SRP Creative Department, making critical decisions that maximize each Short Run Pro brand's impact, including Federal Brace, Killarney Metals, and Oeveo, in their perspective markets.
- Created compelling graphic design, animations, motion graphics, website, print, social media, email campaigns, and video use.
- Photographed products and post-process them using Photoshop techniques such as compositing, color grading, clipping, and compositional cropping for internal and external use by our top-level partners, Home Depot, Lowes, and Amazon.
- Filmed and edited video using DSLR cameras, stabilizers, audio equipment, Premiere Pro, and After Effects.
- Daily use of Adobe Creative Suite.
- Managed an extensive database of over 100,000 digital assets for easy distribution internally and to external media firms, developers, printers, distributors, and partners.

Card Quest, Inc. | Graphic Designer Jan 2013 - May 2016

- Supervised creative team, website developers, and SEO vendors during website rebuild and complete rebranding.
- Generated all multimedia materials for web use, print, social media, and email campaigns.
- Photographed and post-processed all product images used for website and print marketing materials.
- Filmed and edited quality monthly videos and created motion graphics for the Card Quest social media channels.
- Organized and updated the Card Quest library of video, audio, graphic, and photography assets.



COMMUNITY VOLUNTEER WORK

eMite **Jan 2018 - Sep 2020**

Branding redesign, including Logo, color package, video projects, and merchandise photography, helping further the eMite mission to "Do Good Globally."

Veteran Security and Wellness Group **Feb 2016 - Mar 2017**

Created branding, website, and printed materials pro-bono to help promote this California-based, non-profit organization focused on reintegrating soldiers into civilian life.

Eric Landon 5K Fun Run - Benefiting Stop Soldier Suicide **May 2016**

Collaborated with event organizers to create a logo and flyer artwork for print, website, and social media use. All proceeds raised went directly to the organization Stop Soldier Suicide in memory of Eric Landon.

CONTINUED EDUCATION

LinkedIn Learning **2004 - Present**

Completed 371 online training courses through LinkedIn Learning in subjects including:

- Motion Graphics
- Graphic design
- Digital photography
- Website design
- Adobe After Effects
- Adobe Lightroom
- Adobe Dreamweaver
- Cinema 4D
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Business Marketing
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint

International Academy of Design & Technology **May 2006 - July 2006**

While at the International Academy of Design and Technology, I completed several courses, including:

- Art History
- Introduction to Adobe Photoshop
- Commercial photography
- Wedding Photography
- Photojournalism
- Portraiture Photography
- Foundations of Lighting
- Advanced Studio and Location Lighting

REFERENCES

Katie Giard

Title: 2D/3D Digital Imaging Manager
Company: Techtronic Industries Power Equipment
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Tammy Lackey

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